



COMPANY PROFILE

Amani Spa & Wellness

TRANSFORM YOUR LIFE

Our mission is to facilitate the development of profitable and reputable spa & wellness centres across the globe, motivated by wellness as a lifestyle. We inspire and empower hospitality businesses to transform their guests' lives through wellness.



WHO WE ARE, and Why it Matters

Amani Spa & Wellness is **a spa & wellness consultancy, development and management company**. For 17 years we've had our feet on the ground, and have navigated the complexities of conceptualising, developing, opening and operating 30 destination spas across Africa and the Middle East.

Our invaluable experiences positions us perfectly to develop **a framework of success for businesses wanting to offer a holistic luxury spa experience in the wellness hospitality industry.**



Our Values

WE ARE

Our values govern our behaviours through which we realise our purpose.

1

We are here for
(and because of) YOU



2

We love
what we do



3

We are driven
by excellence



4

We are continuously
improving



5

We are inspired
by innovation



6

We do the
right thing



7

We are respectful
of people and planet





THE GUIDING HAND

You are the Hero of our story. We are the Guide. Through every step of the journey, we serve as the unwavering guiding hand, illuminating the path and **empowering you to reach your full potential.**



To be part of a global movement of wellness is game changing. Our clientele are adopting real wellness as a way of life, and we have the power and privilege to help people to transform their lives by supporting them on their journey in a meaningful way.

This has become our north-star: We are on a mission to inspire and support you to transform your guests' lives through wellness.

Here's how...



Inspirational SPACES

Spectacular natural destinations, and inspired spa design

Exceptional PEOPLE

Professional therapists and spa managers

Customised TREATMENTS

Centred around unique wellbeing needs

Premium PRODUCTS

Designed to enhance health and wellness

Enriching CONTENT

To guide on integrating wellness into every aspect of life



Amani's Service Portfolio

We understand hospitality and the importance of nurturing and maintaining the most important element of any successful hotel – the guest's experience.

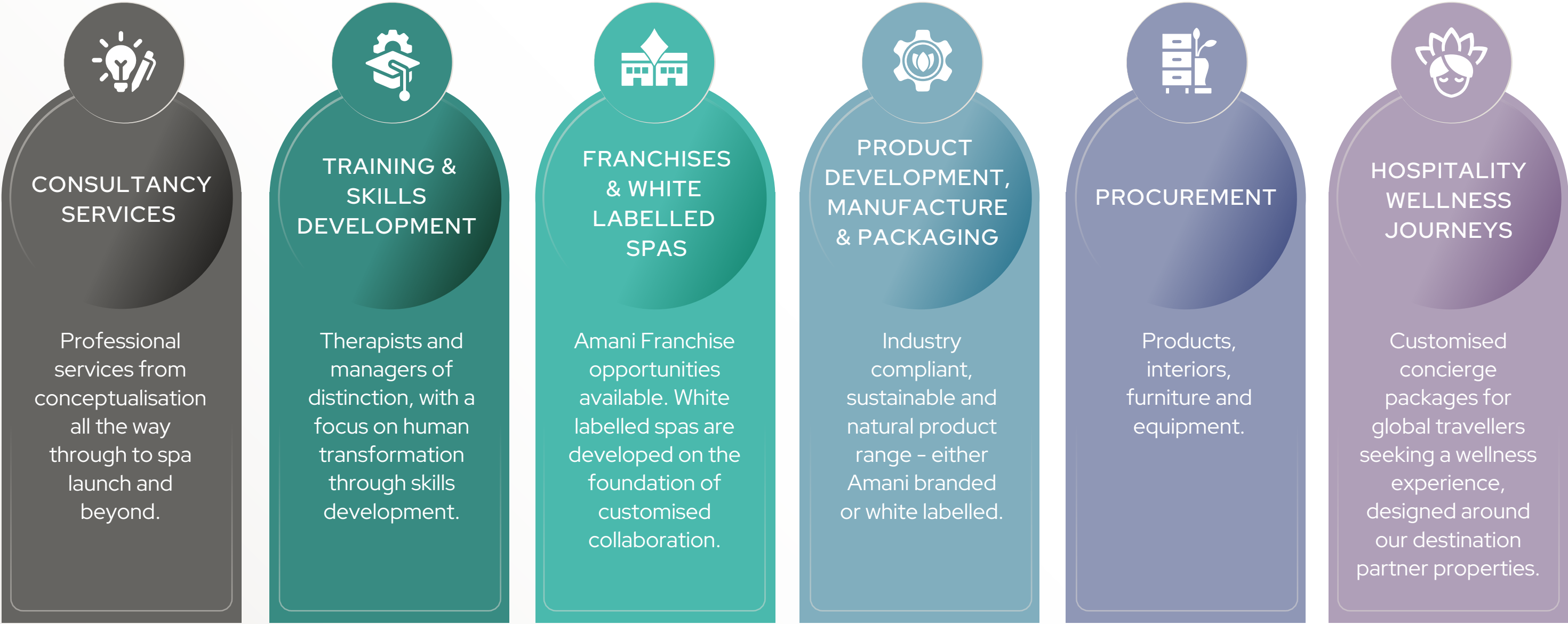
Hotels may not have the experience, specialised skill set, time and capacity to conceptualise, design, launch and operate their own on-site spa and wellness businesses to the degree required to meet the hotel at its established grading and standard. This is where we found our "sweet spot"!

In our quest to serve hotel owners, developers and management companies, we launched the Amani Asset Development and Operational Consultancy Division to **support hotels and resorts to incorporate spa & wellness in a sustainable, meaningful and profitable way.**

Ours is always a customised approach, taking into consideration the culture and unique value proposition of the businesses in the countries in which they operate, ensuring that designs, products, therapies, customs and human resources are always suitably aligned.



Amani's Service Portfolio



The Value We Add

-  Businesses aligned with global wellness trends
-  Optimal return on investment
-  Sustainable products and practices
-  Professionally trained and qualified therapists and spa and wellness managers



BUSINESS MODELS:

Franchises, White Label Spas, and Independent Consultancy Services

Exceptional and profitable Spa & Wellness businesses inspired by wellness as a lifestyle in line with the home country's dynamics and culture. Each region of operation necessitates a unique value proposition, with authentic and relevant therapies that are delivered by engaged and proficient teams.



Amani's three available business models are:

An Amani Spa & Wellness franchise

A

A strategic partnership under a franchise licence agreement, with rights to utilise the Amani Spa & Wellness Trade Name, Trademark and Intellectual Property.

The Amani Spa & Wellness Brand incorporates brand identity; values; operational standards, policies and procedures; procurement; and professional training and development.

Consistent support ensures efficient and profitable business solutions, with a focus on always delivering unparalleled guest experiences to hospitality partners.

A bespoke white labelled wellness spa

B

Run as an operational department of the Hotel/Resort.

Amalgamating Amani's foundational brand and operational standards with the client's brand identity, strategy, standards and specific guest experience requirements.

Consistent support ensures efficient and profitable business solutions, with a focus on always delivering unparalleled guest experiences to hospitality partners.

Any or all consultancy services, customised to suit the specific spa & wellness business

C



Portfolio of Amani's CONSULTANCY SERVICES



Market Research & Feasibility

Informing the Decisions That Matter
Make informed decisions * Avoid costly mistakes * Maximise success



Concept & Brand Development

Your Point of Difference
Identity * Design * Products & Services * Customer Journey



Design & Technical Services

The Art of Function and Form
Space Planning * Design * Guest Journey * Safety * Compliance



Procurement Services

**Procure with Precision,
Thrive with Excellence**
Fixtures * Furniture and equipment * Operating supplies and equipment



Pre-opening Services

**Prep for success;
Launch with Ease**
Meticulous planning, preparation and flawless execution



Training & Development

**Unlock Potential
Through Your People**
SETA Accredited Therapists & Spa Managers of distinction

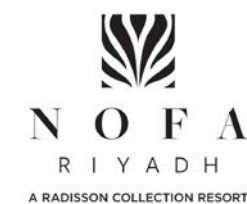


Support Services Post-opening

**Dedication to Sustained
Excellence has no Timeline**
An expert specialist team to support all core business functions

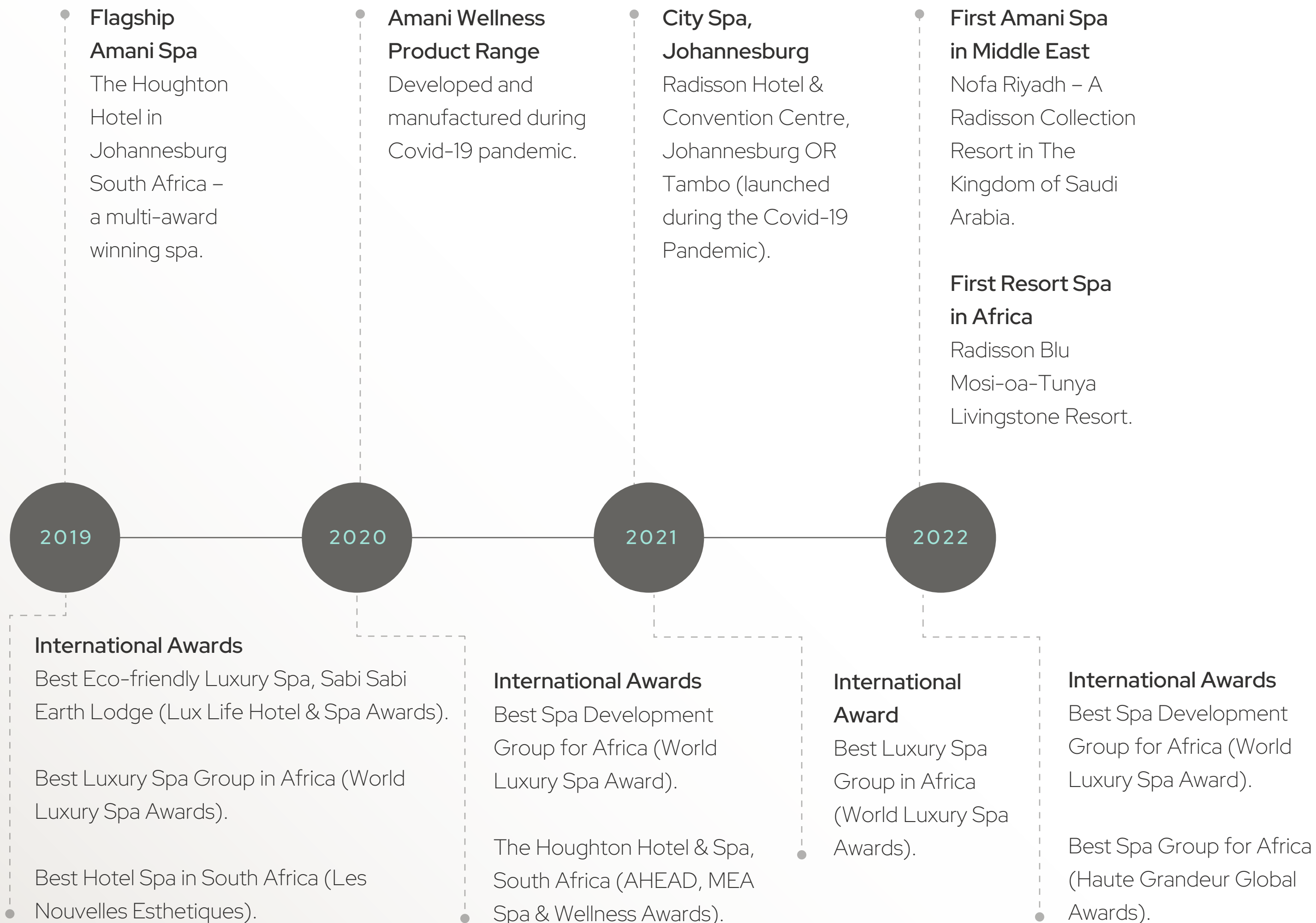


Consultancy, Franchise & Operations 2006-2023









2023

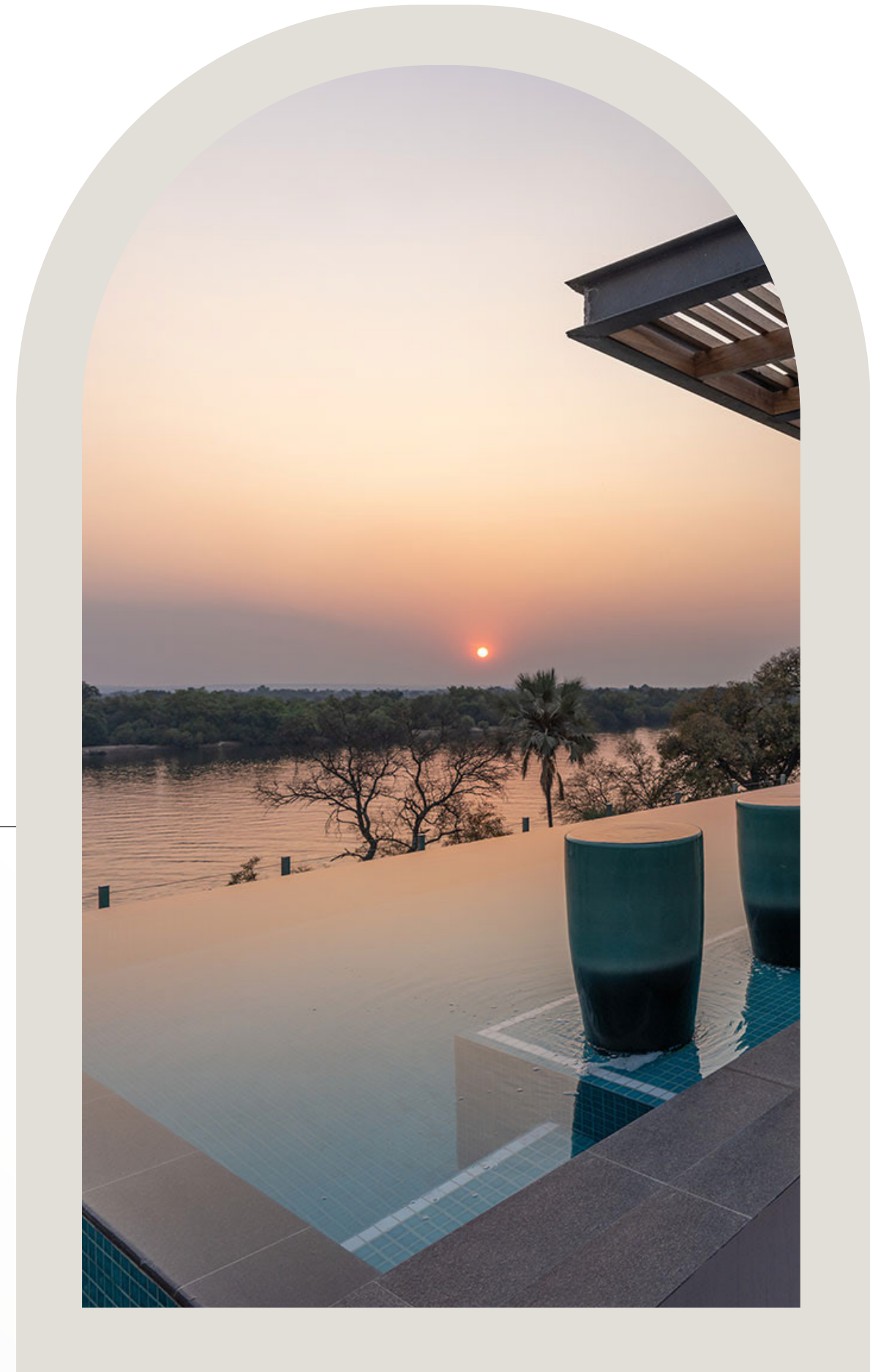
2024

International Awards

- ~ Best Safari Spa in Southern Africa (Les Nouvelles Esthetiques Sanitas Per Aquas (S.P.A) Awards).
- ~ Best Spa Development Group in South Africa, Continent Winners (World Luxury Spa Award).
- ~ Luxury Spa Group; Luxury Bush Lodge Spa; Luxury Spa & Stay – South Africa Continent Winners (World Luxury Spa Award).
- ~ Luxury Spa Village and Luxury Camp Spa Global Winners (World Luxury Spa Award).

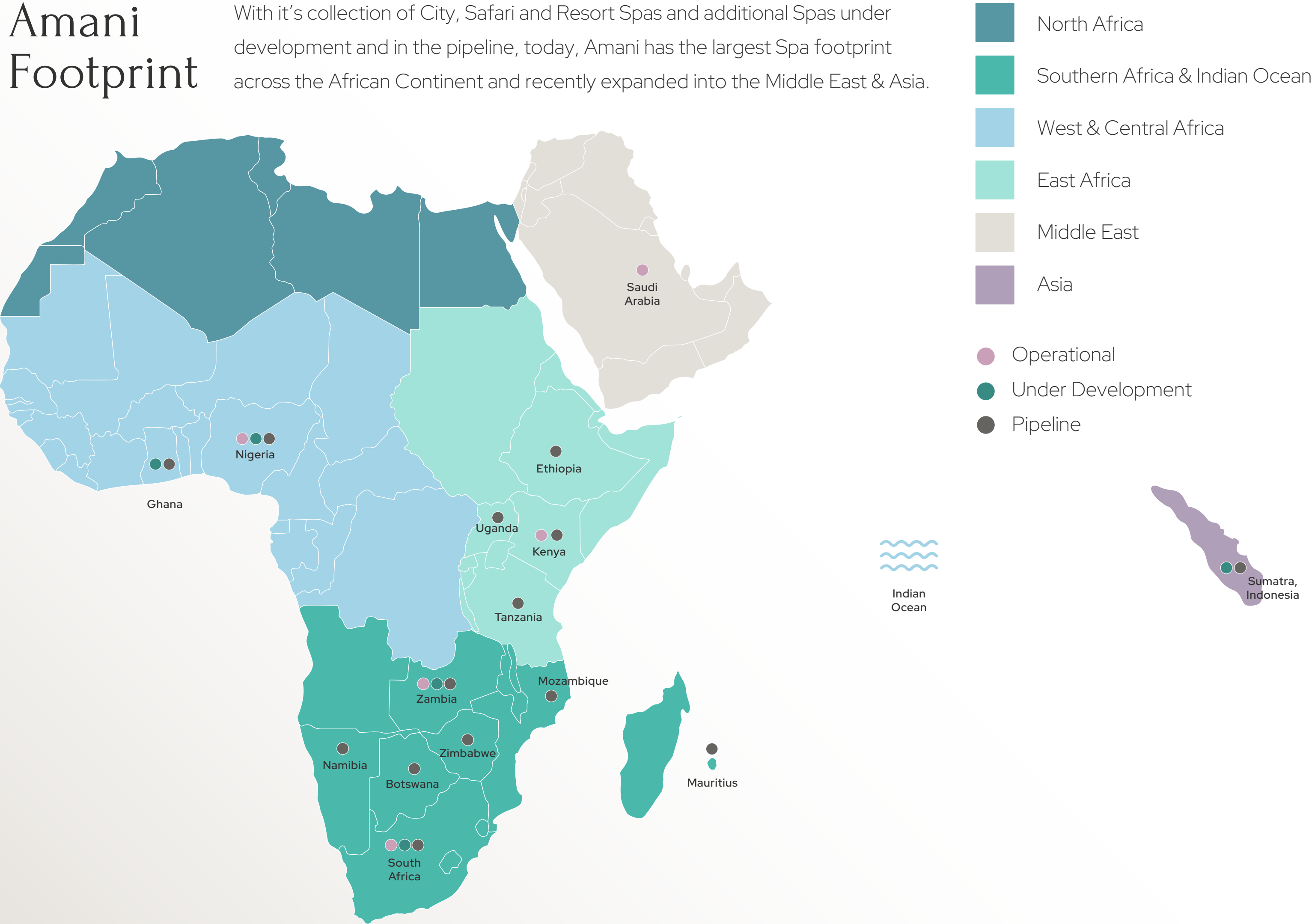
Opening Safari Hotel Spa

Radisson Safari Hotel
Hoedspruit.



Amani Footprint

With it's collection of City, Safari and Resort Spas and additional Spas under development and in the pipeline, today, Amani has the largest Spa footprint across the African Continent and recently expanded into the Middle East & Asia.



Proud Winner of Multiple International Awards



From Our CEO, Ronleigh

WE CHAMPION INCLUSION, INNOVATION,
DIVERSITY AND EMPATHY, AND ARE ACCOUNTABLE
FOR OUR RESPONSIBLE SOCIAL, ECONOMIC,
AND ENVIRONMENTAL PRACTICES.



My entrepreneurial journey began 27 years ago when I had the privilege of working throughout Africa across a number of diverse industries. It was back then that I realised my passion in business development, and my life's purpose of facilitating human transformation.

When I launched Amani Spas in 2006, I took the opportunity to put my vocation to work. Each of the 30 destination spas we have launched and operated over the last 17 years has come with its own set of peculiarities and challenges. Those challenges, however, presented me with such a beautiful opportunity for something really powerful – the experiential design of a very simple formula that we now use to help other businesses to succeed.

True to our name (Amani means 'peace' and 'harmony' in Swahili, and 'hope' and 'aspire' in Arabic), we strive to create transformational life opportunities for our partners and their guests, our communities, and our people – who I consider to be my family.

We champion inclusion, innovation, diversity and empathy, and are accountable for our responsible social, economic, and environmental practices.

Ronleigh Gaddin
Founder and CEO,
Amani Spa & Wellness



Amani Leadership Team



We are a dynamic all-female team. We share a common belief that we cannot operate without a sense of purpose, and are guided by a culture that we have created together over time.

Our Culture

Driven by excellence, inspired by innovation, and dedicated to always improving, we're not just passionate about what we do, but also why and for whom we do it. At the heart of our commitment is YOU.

With unwavering respect for both people and planet, we pledge to always do the right thing, embodying a promise that every interaction with us is rooted in love, integrity, and respect.



Amani Group Head Office & Training Academy



We are committed to:

- > Mentorship and training opportunities to help women to build their skills and advance in their careers - thus far women in rural Africa – by creating entrepreneurial and employment opportunities that drive social and financial independence
- > Encouraging young women to take advantage of the rapidly growing wellness, spa and beauty industry
- > Improving the quality of education and skills development training across Africa, Middle East and Globally – we focus on including soft skills training and wellness interventions in all of our programmes
- > Prioritising diversity and inclusion in our hiring and promotion processes
- > Promoting women into leadership positions (most of our Leadership Team has moved up through the ranks within the business over the last decade)

In so doing we contribute to the broader socio-economic environment by:

- > Creating job opportunities, and reducing the rate of unemployment
- > Contributing towards alleviating poverty
- > Improving productivity, profitability and long-term sustainability



We see you.

We hear you.

 amani
SPA & WELLNESS

WE FEEL YOU.

WE ARE you.

